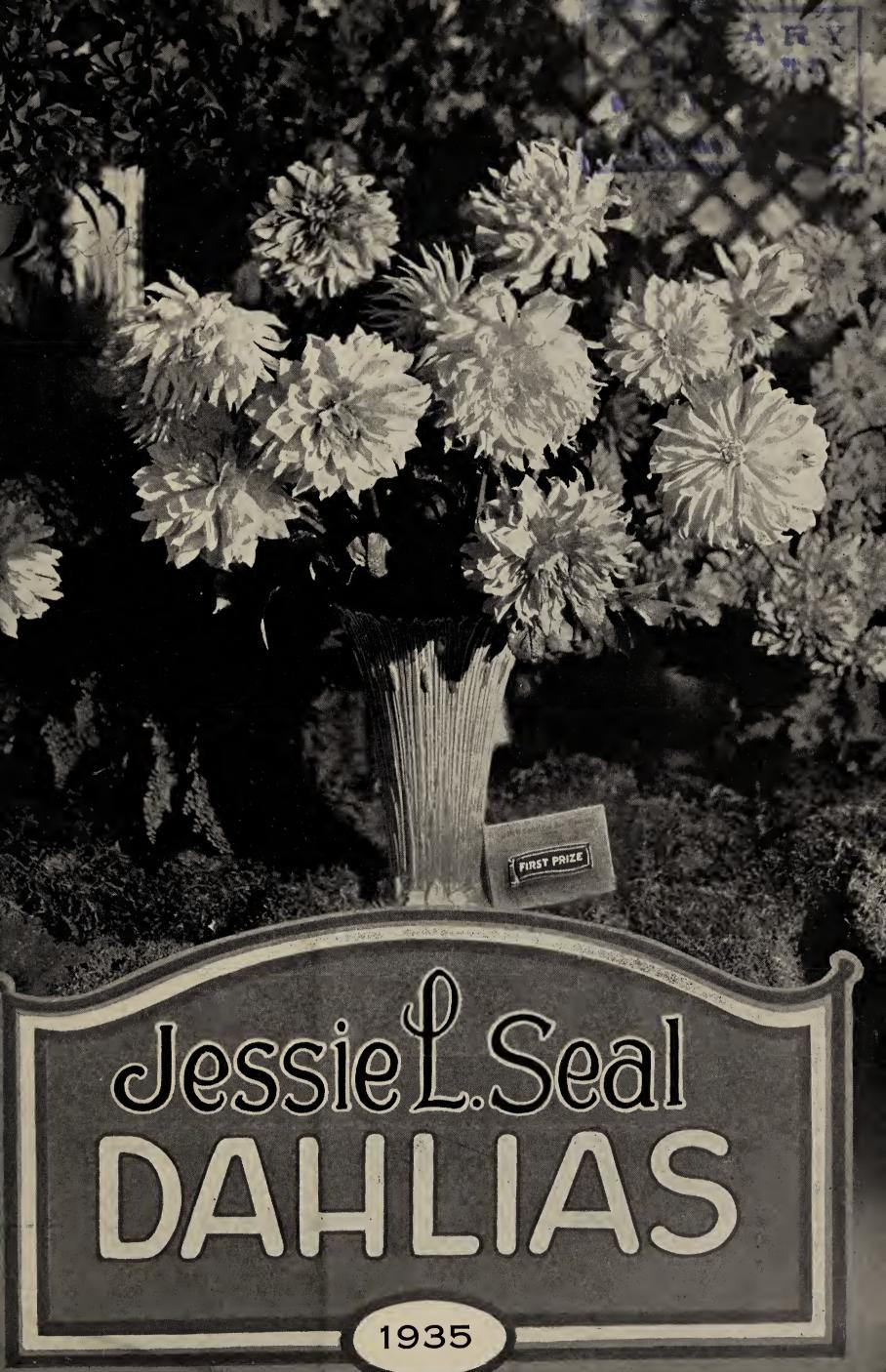
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Do not assume content reflects current scientific knowledge, policies, or practices.





EIGHTEENTH EDITION

1935

It is with pleasure we present this, our latest Catalogue, to Dahlia lovers throughout the entire country, and express our deep appreciation for the liberal support accorded us.

The many letters from our customers telling of their pleasure and successful winnings with our dahlias and seeds have been a continual source of gratification and inspiration.

Do not hesitate to write and ask for any information. Your success is our aim.

This past season it was enjoyable to meet so many of our dahlia friends at our new gardens, located on Kentfield Avenue in Redwood City, San Mateo County, the floral county of California, where the climatic conditions allow a proper growth for experimental purposes. Dahlias grown under these conditions should do well in any part of the world. We always have the very latest varieties of dahlias—Eastern and Western—including the best and most sensational of the day, and the finest of old standard ones.

The past year has been one of the most interesting experiments, especially with the hybridizing of our dahlias for seed.

With continued thanks for your loyalty, and the hope that this catalogue will be of further interest, we wish you all success and great pleasure with your dahlias for the coming season.

JESSIE L. SEAL

MEMBER OF

The American Dahlia Society

The Dahlia Society of Southern California

The Dahlia Society of California

The Garden Club of San Francisco

607 THIRD AVENUE

SAN FRANCISCO, CALIFORNIA

DAHLIAS NEW 1935 INTRODUCTIONS OF

CALIFORNIA GIANT DAHLIAS

SEAL'S ORIENTAL—Our attractive informal decorative of fantastic coloring of Chinese red and gold, with each petal heavily covered with a sheen of copper. A charming blossom of a very large size having a stiff stem above a low growing plant of strong growth. A large stock. Root, \$5.00



H. R. S.—HUBERT ROY STOVEL
A Dahlia of Distinction

SEAL'S GREAT 1934 ROLL OF HONOR DAHLIA

Our great Informal Decorative of true yellow. H. R. S. was placed on the Roll of Honor in the East. Gained its place because of its distinctive long petalled bloom, fine form and size. Many Eastern growers consider it "by far the finest yellow"; "a superb dahlia"; "a free blooming golden yellow—one of the best of the year"; "H. R. S. was one of the finest, if not the finest, of the new ones." It is an excellent plant.

The golden yellow blossoms are huge without forcing and are held high on long, stiff stems. It has never been propagated.

A large stock allows us to offer it at \$5.00 a root.

NEW CLASSIFICATION OF THE DAHLIA

We are using the new Classification of the American Dahlia Society, as follows: Semi-Cactus (S.C.), formerly listed as Hybrid Cactus; Formal Decorative (F.D.), those with regular arranged petals; Informal Decorative (I.D.), those with curly twisted, irregular arranged petals.

The varieties listed below are desirable additions to any garden, and regardless of price they are all beautiful. The more expensive varieties are higher priced only because there are fewer on the market.

- *ACHIEVEMENT (Ballay) S.C.—Achievement Medal and Roll of Honor dahlia. This dahlia is truly great. Gold with bronze shadings. Perfect stem and good foliage, \$2.00

- *CHARLES G. REED (Ballay) F.D.—Exactly a petunia red is what an authority called it —a lively shade, not far from crimson. The blossoms are unusually large. They are held upright on perfect stems; big, broad petals; a deep, full center..................\$1.00

- DAILY MAIL (Stredwick) I.D.—Deep yellow shaded orange. A fine importation from England both in the matter of size and habits. Excellent flowers are produced freely and continuously on long fine stems. Very good variety......\$1.50

- *EAGLE ROCK FANTASY (Broomall-Success) I.D.—Clear lavender pink or pure mauve. Of ideal habit and mammoth size. 12-inch blooms are the rule rather than the exception. Stems are long and stiff. This dahlia is most outstanding......\$2.00

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked * originated in California.

*ELEGANCE (Ballay) S.C.—Center and tips of petals yellow, body of flower glistening coral. It is a full, deep flower with ideal habits. Described on the 1933 American Home Roll of Honor as "a most pleasing variety producing a wealth of bloom of very pleasing and artistic appearance"
ELITE GLORY (Kennedy) F.D.—Massive blooms of radiant bright red, held erect or cane-like stems
*ELLINOR VANDERVEER (Seal) F.D.—One of the best for interior decorations. A satiny rose pink, long stiff stems, free bloomer. Blooms large, of great depth500
*EUGENIA BALLAY (Ballay) I.D.—Rich cream. This dahlia won as the Best Established three-year-old in keen competition at the Palace Hotel Show. It is a very early and a very prolific bloomer. Under favorable weather conditions the blooms will easily attain 10 to 12 inches with corresponding depth, and at all times will have very long strong stems
*FRASQUITA (Newsom) I.D.—Very large flowers of deepest American beauty shades with cane-like stems
*FASCINATOR (Ballay) F.D.—Salmon, orange, and gold. First crop flowers will be 11 or 12 inches in diameter, with full deep centers, and held up on long, strong stems
*FULL MOON (Ballay) F.D.—Canary yellow. A superlative dahlia. The large distinctive blooms, easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The strength of the stems particularly noticeable. It has won many prizes—some customers stating they have grown 13 and even 14 inch flowers. It was among the winners at the World's Fair. Roll of Honor dahlia.
*FURY (Ballay) I.D.—Rose and copper with a reverse of deep rose. This is a huge dahlia. First flowers will measure 11 or 12 inches in diameter and the size is well maintained. Long stiff stems and closed centers
*GRANDEE (Ballay) I.D.—It is a striking combination of Spanish red and golden orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at the California Flower Festival. For great size we are inclined to think Grandee surpasses them all. We have had 15-inch blooms without forcing or shading on plants 4 feet tall. The immense blooms are held on stiff long stems
HILLCREST MANDARIN (Scott) I.D.—New. An exceedingly large exhibition blossom of red and gold. Has been grown 12 inches and over. Straight stiff stems. \$5.00
*H. R. S. (Seal 1934) I.D.—Named in honor of Hubert Roy Stovel. The most beautiful yellow dahlia. (See description and illustration on page 4)
*ISABEL McELNEY (Bessie Boston) I.D.—Reddish old rose. A new long stemmed dahlia of an unusual "pinwheel" formation. Of large size and is an early bloomer\$2.50
*IVORY (Bessie Boston) F.D.—Ivory white. The blooms are large and composed of long pointed petals that curve backward slightly. Stiff stems
JANE COWL (Downs) I.D.—One of the biggest winners of prizes all over the country. Deep, massive blooms of bronzy-buff and old gold, blending darker toward the perfect center. Long stiff stems
JEAN KEEFER (I.D.)—Color a brilliant rose-pink, flowers average 8 to 9 inches; plant grows tall and is laden with blossoms which can be seen all over the garden. Excellent for cutting and basket work. Fine long stiff stems
JANET SOUTHWICK (Chapman) I.D.—This Eastern dahlia is a new color of different petal formation—bright velvety glowing pomegranate purple, shaded silver. All the flowers are good and have great substance and long stiff stems
*JEWEL OF INDIA (Newsom) I.D.—Huge, fluffy dahlia of great depth of richest glowing garnet, suffused maroon, held proudly erect on absolutely stiff and exceedingly long stems. Goes well with Shahrazad and Jane Cowl\$2.00
KATHLEEN NORRIS (Fisher & Masson) I.D.—A great prize winner. The greatest pink dahlia. Color is a true rose-pink, later deepening to a mallow pink but paler in the young central petals. Gigantic bloom, broad petals overlapping, with twisted ends.

Full center, very long stem, foliage dark green and insect proof; a great bloomer and an excellent keeper. Prize stock
*KAWEAH (Meussdorffer) I.D.—Color is hard to describe, a deep, clear, rose-cerise center of petals shading to a rich, velvety cardinal toward the center of the flower and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and very deep, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems. A sensational prize winner
KING MIDAS (Peacock) I.D.—A beautiful clear golden yellow dahlia which keeps well Grows to 12 inches in diameter and 5 inches depth. Stems are long, stiff and straight An Honor Roll dahlia
*KO-LANG (Ballay) I.D.—Bright copper and gold. The flowers of immense size are held high on long stiff stems
*LA FIESTA (Cordes-Eastman) I.D.—This flower is huge and the form is like a grea chrysanthenium. Color butter yellow, penciled red. Very lacy petals that curl and twist. Very large, long fine stems
*LADY FRANCIS (Mawson) F.D.—Unusual shade of old rose with a golden sheen Flowers large and well formed. Long stiff stems
*MARY ELIZABETH REDFERN (Redfern) I.D.—A new giant from the West Coast with an excellent record. The color is deep orchid rose and in form it has been called an orchid Jane Cowl. Immense blooms with long fine stiff stems\$10.00
MINNIE EASTMAN (Eastman) S.C.—A large flower. Bright flame color with under shadings of deep yellow. Stems long and erect. A profuse bloomer
MISSION BELL (Von Issendorf) I.D.—Immense blooms of pink magenta shading to pale yellow. Fine form and stems
*MRS. ALFRED B. SEAL (Seal-Newsom) I.D.—A soft rich shade of absolutely pure glow ing old rose without any shading. Huge flowers of great depth and substance and held proudly erect on a tall bush on long stiff stems. Awarded an American Hom Achievement Medal. A great prize winner. Prize stock
MONMOUTH CHAMPION (Kemp) F.D.—A large dahlia on good stem. A brillian orange-flame color. Fine foliage. Prize winner\$1.00
*NOB HILL (I.D.)—Pale orange. Occasionally you see a bed of dahlias containing so many blooms that there does not seem to be room for a single one more; every bloom very large and deep and perfectly formed with long upright stems above low growing plants\$5.0
*NORRINE NEWSOM (Newsom) I.D.—A new and most beautiful variety of pure burn orange. Flowers are large, carried on extra long straight stems and of perfect form With practically no disbudding, this dahlia will supply cut flowers of good size the entire season\$1.50
*PALO ALTO (Ballay) S.C.—Bright pinkish salmon shading to a sort of salmon gold a the center. "Perfection" would have been an appropriate name for this dahlia. Colo is positive and clear both in and out of doors; size conservatively 10 to 12 inche across by 6 inches deep. Centers always closed and all alike; stem stalks very tal and straight. Was awarded the Achievement Medal and on last year's Roll of Honor
*PRINCE OF PERSIA (Newsom) I.D.—Our finest red dahlia. Immense flowers of the deepest most iridescent rich glowing crimson. Tall bush with long stems. Mos successful in winning prizes
*QUEEN OF THE GARDEN BEAUTIFUL (I.D.)—An enormous primrose yellow decorative. All good habits, and blooms profusely
*REGAL (Bessie Boston) F.D.—Of great size and beauty. Color is bronze, suffused of rose and gold. Fine stems
ROBERT EMMET (Dahliadel) I.D.—A new velvety cardinal red dahlia of giant size an with a fine stem and habit of growth. Honor Roll dahlia. Perfect blooms from mid August until frost

- *SEAL'S CALIFORNIAN (I.D.)—Pale gold shading to bronze and pink. Is suggestive of the most fragile wax work. The stems are straight, stiff and cane-like.........................50c
- *STRONGHEART (Ballay) F.D. Amber-gold. Another new dahlia of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. Useful cut flower, as well as an exhibition bloom......\$2.50

THE COMMODORE (Scott-Kemp)

—Clear lemon yellow; a great bloomer and very large. It is easy to get 12-in. flowers, \$1.50

*VALENTINO (Bessie Boston) F.D.

It is a true salmon pink shading to cream at center and held erect by long upright stems,

\$1.00

WHITE WONDER (Kemp) I.D.

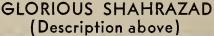
—New. The giant blooms, many of which are 11 to 12 inches across, are pure white with long, pointed, twisted, and curled petals, giving the flower a light, fluffy appearance. The bush is a strong, vigorous grower, stems long and stiff; very fine _____\$2.50

YANKEE KING (Sarah Wakeman Woods) I.D.—Strawberry pink, centers spinel red with rose red reverse. Blooms very large held by extra long fine stems, 50c

Fine Extras will be given according to size of order.

OTHER VARIETIES

We have other varieties not listed here NO CLUMPS FOR SALE





SEAL'S SPECIAL DAHLIA BARGAIN COLLECTIONS

offer, to those unacquainted with dahlias, the opportunity of obtaining choice collections of fine varieties—wide range of colors. Dahlias are all guaranteed to be true to name and to grow—and all will be found in this catalogue, and each root labeled.

12 Dahlias, all different, our selection	\$	5.00
(Value \$10.00)	1	
12 Dahlias, all different, our selection	1	0.00
(Value \$20.00)		
12 Dahlias, all different, our selection	. 1	5.00
(Value \$30.00)		

ALL COLLECTIONS ARE GREAT BARGAINS and are sent to you POSTAGE PREPAID by insured parcel post. A FINE GIFT FOR A GARDEN LOVING FRIEND.

Collections NET

TRANSVAAL DAISY

(GERBERA JAMESONII HYBRIDA)
Fascinating flowers from South Africa

These charming flowers are of pink, rose, coral, yellow, red, orange and copper coloring, from 4 to 6 inches across, on long, erect stems.

Mixed seeds from various pink shades	\$1.00 a packet
Mixed seeds from the red, orange and copper	•
shades	
Fancy mixed seeds gathered from flowers of the	_
richest and most beautiful colors	
Full directions for planting enclosed with	
All Seed NFT	

We are distributors for

THE NEWSOM DAHLIA MANUAL

A real practical guide to the better growing of dahlias and the making of Green Plants or Propagation of Dahlias; also Preparing the Dahlia Bed, Planting and Fertilizing, Care of Plants Before Blooming, Preparing and Exhibiting Dahlias, Designing Artistic Exhibits, Fall Care of Dahlias, Digging and Storage of Dahlias, Winter Dahlia Work, including directions for dividing, etc. Worth many times the small price asked. Prepaid, 60c

Mr. Samuel Newsom's many friends will be interested to know he has discontinued his Dahlia Business and is in Japan to further his study of Japanese Art and Landscaping. We all wish him success.

FULL DIRECTIONS for planting, growing and exhibiting dahlias enclosed with each order.

ORDER EARLY to prevent disappointment.

TERMS: Remittance with order. All retail orders sent postage prepaid at your planting time, unless otherwise requested.

WE GUARANTEE all roots true to name and TO GROW. Orders carefully filled from selected, field grown divided roots. We do not substitute unless requested; if late in season, we suggest you have a second choice. We do not guarantee roots against freezing if sent before April 1st.

Seal's Dahlia Seed

Gorgeous Dahlias May Easily

Be Grown the First Year from Seeds



HAVE YOU EVER TRIED GROWING OUR CALIFORNIA DAHLIA SEED?

Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed and the real thrill in growing dahlias is producing new varieties. Growing dahlias from

seed is a lottery but it is a great sport and you may be the lucky winner of some fine new dahlias and to know the joy of having a seedling patch.

Mrs. Alfred B. Seal,

from our seeds

We would advise for best results for general purposes, Collections A or B, as they are made up of specially selected varieties from the most famous novelties and can be planted from March 1st to May 1st, and to May 15th in a frostless belt.

Many First Prizes and an Achievement Medal were won from our seeds. A customer in Canada wrote: "Every seed I planted grew and 85% of them were doubles—principally decorative, some cactus, some of them went as large as 13 and 14 inches across. In fact, they are the finest I ever grew. They were gorgeous!"



Innumerable other testimonials received, but space too limited.

est of California originations, which are noted for their immense size and stiff stems, such as Achievement, Caprice, La Fiesta, Eagle Rock, Fantasy, Dixie Ravenscroft, Mrs. Alfred B. Seal, Satan, Seal's Lady of Shalott, Shahrazad, and many other outstanding Roll of Honor dahlias.

The above dahlias were crossed with the following varieties: H. R. S., Kaweah, Flamingo, Grandee, Palo Alto, Full Moon, Amelia Earhart, Prince of Persia, and other giant California dahlias.

100	Seeds	in	Packet	t	5.00
50	**	**	**	•••••	3.00

collection B—Dahlia seeds gathered from famous prize winning dahlias of the Eastern introductions—from varieties with every good habit, such as: Kathleen Norris, Janet Southwick, Jane Cowl, Cameo, King Midas, The Commodore, Yankee King, Minnie Eastman, and other famous Roll of Honor dahlias.

The above dahlias were crossed with: Murphy's Masterpiece, Chautauqua Sunset, White Wonder, and other fine Eastern Roll of Honor dahlias.

100	Seeds	in	Packet	<u> </u>	5.00
50	**	**	**		3.00

collection D—From a general collection of best standard dahlias gathered from large varieties with good habits.

100 Seeds in Packet....\$1.00

(The seeds in above collections are mixed and the varieties are not segregated)

SEGREGATED SEEDS OF NAMED VARIETIES—Name of seed bearing parent shown on packet.

No mixed seed in the 15 seed packet

Caprice
Cameo
Seal's Lady of Shalott
Dixie Ravenscroft
Seal's Oriental
Shahrazad
The Commodore
Mrs. Alfred B. Seal
Seal
Norrine Newsom

All Dahlia Seed NET

Full directions for planting enclosed with the seeds



MRS. ALFRED B. SEAL

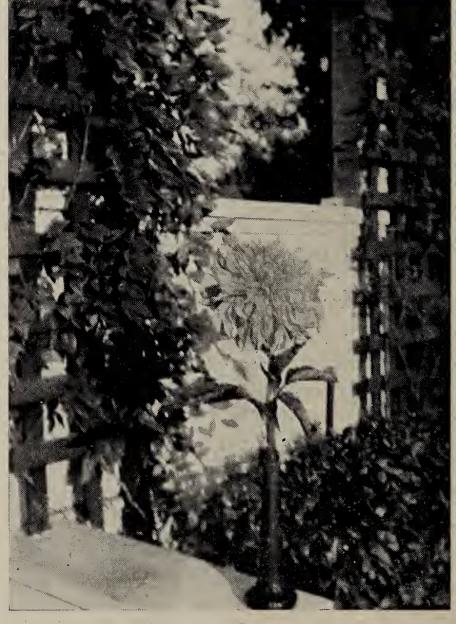
Please address all correspondence to our office at

JESSIE L. SEAL

607 THIRD AVENUE SAN FRANCISCO, CALIFORNIA

SPECIAL REQUEST

If you should receive an extra copy of this catalogue, kindly hand it to a friend or neighbor who is interested in growing flowers. Thank you.



H. R. S.—HUBERT ROY STOVEL